



## Event planning guide.

At Fischer's we want to make sure you get the most from your meeting. We work hard to make sure the hotel has all the facilities you need from WiFi and flipcharts, to award winning food and friendly staff. But every meeting, even in the best venue, needs a little planning to ensure it goes as well as possible. So we've produced this event planning guide to ensure you get the most out of all your meetings. We hope you find it helpful.

Start with the goals.

Having a list of clearly defined goals will help you ensure you have the right resources for your event.

For example if your goal is to come up with new ideas to motivate your team all you really need is a flip chart and a couple of marker pens – you don't want any distractions. You also need to get your attendees in the right frame of mind – so tell them to mark their diary as unavailable and turn off their phones – distractions and interruptions can kill idea generating sessions.

On the other hand if you are making a sales presentation you may need a projector, detailed hand outs and a break out room where your prospects can go to take private calls or discuss amongst themselves.

Your goals will influence the style of the meeting – should it be formal or informal? What atmosphere are you hoping to achieve? Do you need to set a dress code?

So think about the reason for holding the meeting and think about what you want to achieve. You can use the table on the next page to write your list of goals and decide what resources you will need.



**Goals for the meeting:**

1.
2.
3.
4.

To help achieve these goals I will need the following resources:

<b>Resources for the meeting:</b>			
Whiteboard	Yes/No	Agenda	Yes/No
Flip Chart	Yes/No	Pens/Pads	Yes/No
Wifi	Yes/No	Power source (how many)	Yes/No
Projector	Yes/No	TV/DVD Player	Yes/No
Printer	Yes/No	Conference Telephone	Yes/No
Presentation	Yes/No	Handouts (how many)	Yes/No
Dress code	Formal/Informal	Private room	Yes/No
Other		Other	
Other		Other	



Once you have set your goals for the meeting and decided which resources you need, the next thing to think about is the date and time for the meeting. Clearly you will need to check that all your attendees are available. But if you are holding the meeting out of work hours have you considered if there are any external factors? For example don't set an evening meeting on a date when there is a big international football match or other sporting event – you don't want to de-motivate attendees before you even start.

Once you have set the date make sure you inform all your attendees about the goals for the meeting. If you have written an agenda circulate it a few days before the meeting so others can comment. Make sure everyone is aware what they need to bring along. You can use the table below to help.

Keeping everyone informed:	Notes:
Has everyone confirmed in writing that they can attend?	
Have you circulated an agenda?	
What do you want people to bring (i.e. figures etc) do they know?	
Is the meeting to be formal / informal have you told everyone?	
Have you circulated a map / directions?	
Has everyone got your mobile contact number for the day?	



Other things to consider:

If you are eating have you circulated sample menus to attendees?

Are there any vegetarians or diabetics in your party?

Does anyone have any special needs?

Do you want to anything for your attendees to take away? i.e. Information packs, logo'd pens etc